of the sales campaign at the start, and it is expected to have this solidly built up, with a $1,500 bungalow upon each tract, within a short time.

"Bungalow courts" with a number of beautiful houses facing upon the same street, are a favorite form of improvement in Los Angeles and Pasadena. In this new subdivision, buyers will have the same arrangement, with their neighbors close at hand, a town within walking distance, and with houses so close together that when gas is piped to Van Nuys (which is one of the events promised within the near future), it will be easy to get the mains extended to and through these streets.

"BUNGALOW FARM"
THE NEW PHRASE

"Bungalow Farm" is an expression originated by W. P. Whitsett, and applied to the recent development around the city of Van Nuys.

A "Bungalow Farm" is a farm large enough to support a real bungalow. The word bungalow has grown to mean, in California, a little house into which all the conveniences and elegances of the large and pretentious mansions have been concentrated — pretty woodwork, built-in features, hard-wood floors, large verandas, sleeping porches, cabinet kitchen, open fireplace.

Upon five acres, with a moderate amount of work, in such a soil and climate as Van Nuys, an excellent living can be produced for a family. On five acres a man can keep a cow—two acres of alfalfa is enough. He will have room also for 500 or 1000 hens; for a complete family orchard, for vegetables and small fruits. He can raise an acre or so of potatoes, or tomatoes and other vegetables for the canning factory.

On some "bungalow farms" there are two houses, the "bungalow" in which the family lives, and a smaller house for a man and his wife. It is feasable, by this plan, for a man to make five acres pay his whole living expenses, while he himself does no work upon it, and his wife's household attractions, and this advantage will continue to increase with further growth.

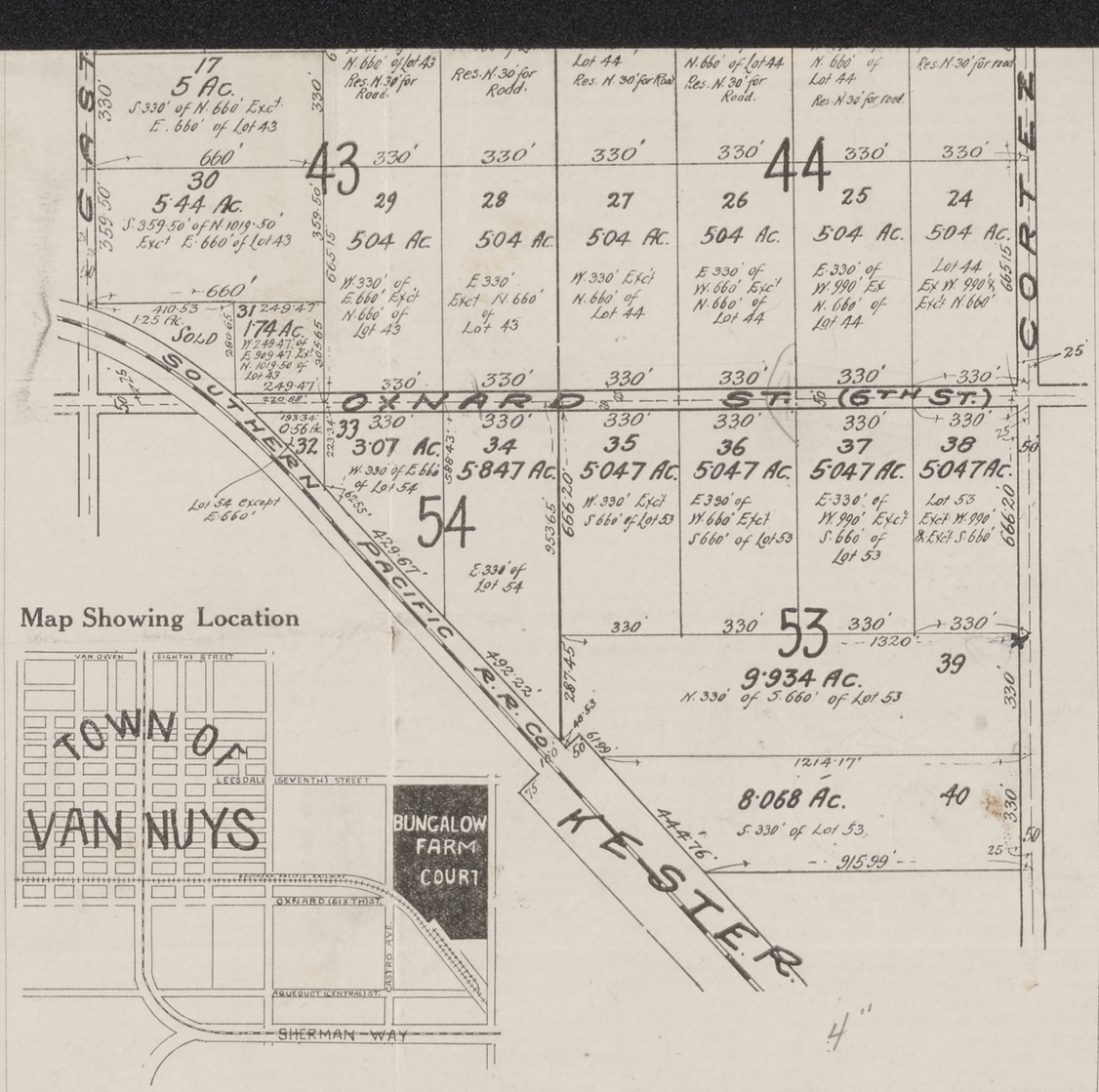
Bungalow farms are selling from the center, outward. The sooner a piece of land is secured, the nearer it will be to the common center, and the more desirable from every point of view.

Dairying is a profitable industry at Van Nuys. Alfalfa grows abundantly, irrigating water is cheap, the cost of housing the cattle is small, and the price of milk, cream and dairy products in the Los Angeles market is high.

Several hundred acres about Van Nuys have been set out this winter in walnuts. This promises to become a very profitable crop. The trees are set 50 to 60 feet apart and while they are growing, the ground can be used for deciduous trees, or alfalfa or general crops.

Several hundred tons of pumpkins were manufactured into pie materials by the cannery in the 1916 season. The Van Nuys pumpkins are very fine grained and smooth, sweet and with a rich flavor, and an increasing demand is expected for the "Vanomar" brand of pumpkin. The cannery pays around $3 to $4 per ton for the pumpkins. They require practically no culture or irrigation, and the crops run from 10 to 20 tons to the acre.

Deciduous trees preferred by recent Van Nuys planters are Bartlett pears, Tuscan and Phillipps Cling peaches, and Royal Apricots. The pears can either be sold on the markets at prices generally profitable, or sold to the cannery; the clingstone peaches are always in demand for canning, while the apricots can either be profitable sundried, or sold to the cannery. Van Nuys nurserymen quote prices upon trees, planted. The present quotation on pear trees is 25 cents, while peaches and apricots are 20 cents. Trees should begin to fruit the third year.



poultry business in a small way on the back of our 50x125-foot lot and help to increase our income.

On the 30th of March I bought 250 baby chicks. After losing some during the first few days, selling the cockerels, and weeding out a few culls, at the end of six months I had 100 perfect pullets.

The pullets at this age had cost me $65, after crediting the amount received for the cockerels, which were sold when ten weeks old. My pullets are worth $150, so I have made $85 on my original investment of $25 for the baby chicks.

During the month of October my pullets laid 1476 eggs, which sold for $54.12. The cost of feed for that period was $16.53, leaving a nice profit of $37.59.

I feel now that my venture has succeeded, and any woman in Van Nuys can make from $35 to $50 per month in the back yard by keeping a few chickens.

FOR FURTHER INFORMATION ADDRESS

W. P. Whitsett

Van Nuys, Calif.

Free Transportation to Van Nuys at

LOS ANGELES OFFICE

621 Hollingsworth Building

VAN NUYS GRAMMAR SCHOOL

PANORAMA OF BUSINESS CENTER OF VAN NUYS

VAN NUYS HIGH SCHOOL

growing under the extraordinarily favorable conditions which surround this town, that the time is in sight when it will become one of the greatest poultry centers of the United States, supplying eggs not only to Los Angeles and the cities and resorts of Southern California, but shipping eggs to all parts of the country.

The consumption of eggs in and about Los Angeles is at the rate of one egg a day for each per capita of population. The average production of Leghorn hens, well kept, is about 150 eggs per annum, so that for every person, the market demands the production of 2.4 laying hens.

Thus, for every 1,000 increase in population in Southern California, someone needs to keep 2,400 more hens, only to keep up with the local demand.

Under normal conditions, the growth of Southern California is very rapid. There is a tremendous increase in manufacturing activity now under way, and when the Great War is over and business resumes usual conditions, it will probably take only a short time to double the present local market for eggs.

The period of heavy egg production in Southern California overlaps the time when eastern hens are still waiting for spring and refusing to lay, so that any surplus may profitably be shipped to eastern markets in the earlier part of heavy local production, while in the later part, surplus eggs can readily be stored to advantage.

The high cost of all meats, due to permanent conditions in this country, tends inevitably to keep the price of eggs at a profitable level. The instant the price of eggs falls below thirty cents a dozen, retail, they become cheaper than beef or mutton or pork, and the rising consumption rapidly protects the market price.

Exceptional Advantages.

At Van Nuys, the poultryman has exceptional advantages, probably not equalled elsewhere. The climate is favorable with no very cold weather at any time of the year; with many warm, sunny days even in "midwinter", with a long, rainless summer of uninterrupted sunshine. Green feed, which is absolutely essential to success with poultry grows luxurantly at Van Nuys at all seasons of the year.

The soil about Van Nuys is a fine, sandy silt. It is very fertile, but is lacking in sticky qualities, so that the poultry yards are never muddy. Drainage is perfect. With this soil, the poultryman has also an abundance of water for irrigation, under high pressure, and always available. The facility with which green feed patches can be watered and started growing again after cutting is a very valuable thing to Van Nuys poultrymen.

Being right in the city of Los Angeles, the Van Nuys poutrymen, by their system of collective bargaining through their Association are able to get their feed at wholesale prices delivered in their houses as they need it. Eggs are collected three times a week by motor trucks which haul them to the market. Buyers for cockerels and fowls call at the henneries every few days. All the poultryman who is fortunate enough to live at Van Nuys has to think about, therefore, is to keep his hens laying. Here again, he

The successful theory of egg production at Van Nuys is this: if a good hen is given warm, comfortable quarters, plenty of fresh air, lots of green feed, and then has an abundance of egg-forming feed, she is certain to lay all the eggs she has in her, within a reasonable time. All this is accomplished by the "mash", which is a finely ground mixture of red wheat bran, red wheat middlings, yellow corn meal, high-protein beef scrap, fish meal, bone meal and ground charcoal.

There are now about 150 members of the Van Nuys Poultry Association, having in all some 100,000 laying hens. Not twenty-five of these members had followed the poultry business before coming to Van Nuys. The whole industry here has grown to its present proportions on its merits, the poultrymen learning as they went along. The principal object of the Association is to collect and disseminate correct information as to the methods etc., for the benefit of the members.

Any person coming to Van Nuys will be shown just how to build his houses so as to have the greatest efficiency at the lowest cost. He can buy, at a moderate price, selected pullets already reared and almost ready to lay; or he can get baby chicks, be shown how to build the proper brooders, and how to raise them to be laying hens. His instructors will be men who have themselves learned by experience here and so know better than any "experts" how to give a novice exactly the points which are necessary to his success.

How It Figures Out.

In the year 1916 the price of feed reached a very high level. In spite of this fact, there are probably fifty poultrymen about Van Nuys whose books will show a profit from eggs sold over the cost of feed and supplies (including replacing the flock, but not including labor) of more than $1.50 per hen per annum.

Five acres gives ground enough for a plant of this size, with alfalfa for a cow, garden space, fruit trees etc. The total amount invested would sum up about like this:

Five acres best approved poultry land	$3,250.00
Bungalow, modern	1,500.00
Henhouses and runs	2,000.00
Brooders and runs	500.00
2,000 hens	2,000.00
Cow, tools, etc.	150.00
	$9,400.00

NOTE—These figures represent the total amount invested in a completely equipped plant, not the amount of money needed to make a start. Many of the successful poltrymen of Van Nuys came here with even less than $3,000, and are now well on the road to independence. As a general thing, however, a man should have $3,000 in cash or available in order to buy land, make a payment, build a house and get under way with chickens enough to support him and enable him to increase to 2,000 hens.

The general expense of operation would be about like this:

Interest on $9,400, at 6 per cent.	$564.00
Taxes	140.00
Insurance	15.00
Water	40.00
Team work, plowing, etc.	40.00
	$759.00

duce a total gross profit of $2,500. Deduct this $759 from this, and it leaves $1,740. The actual work about the place would be worth, at current rates, not to exceed $750, which leaves $990.00 as a NET ANNUAL PROFIT. And besides this, the poultryman will have had his rent, his vegetables, fruit, his milk, butter, eggs and chickens thrown in.

These are not fanciful figures. Following are some of the actual experiences of Van Nuys poultrymen:

Money and Freedom

B. R. Holloway was with one of the express companies. He had a good salary but saw he had little show of getting anything much better than he had reached. Not content to remain at a fixed point and do the bidding of some one else, he borrowed $500 in 1910 and gradually worked into the poultry business. In 1912 he bought a place at Van Nuys and began really to prosper in the poultry business so that in 1914 he was forced to give up his position and devote his whole time to it. While he is making good returns on a fine lot of layers, his principal business is now conducting a hatchery of 60,000 capacity. He has just erected the finest equipped hatchery building in the State on his ranch on West Sherman Way. He is enjoying a free and independent life and is making so much more money that there is no comparison with a salary. Mr. Holloway is president of the Van Nuys Poultry Association, a director of the Poultrymen's Cooperative Association, and a trustee of the Federation of Poultrymen of Southern California.

Consistent Success

A. M. Harrison left an office position in Chicago and came to California for his health. He has a good home, a five-acre ranch, a fine flock of fowls and is steadily successful in the poultry business. In Van Nuys advantage and climate he has found both health and prosperity. His statement follows:

In 1911 I purchased five acres near Van Nuys. I have three 180-ft. sheds and 2000 laying hens. From October 1, 1913, to October 1, 1914, my profits from 750 hens, 550 pullets and 200 second season hens were $1,462, or $1.95 per hen. The season of 1914-15 profits from 1400 hens, 900 pullets and 500 second season hens were $2,060, or $1.47 per hen. The season of 1915-16 I carried 1500 hens, 800 pullets and 700 second season hens, the profits being $2750, or $1.83 per hen.

Raised Own Wages

C. W. Phelps was a draftsman with the Llewellyn Iron Works. He first experimented in poultry on a rented farm as a side issue. In 1915 he resigned a good salaried position, bought five acres at Van Nuys and now has a fine fruit and poultry ranch. He has apricots and peaches with poultry runs between. He is independent and prosperous. His poultry statement follows:

On September 1, 1915, I had 600 hens and 70 breeding cockerels. From then until September 1, 1916, I sold market eggs, hatching eggs and baby chicks amounting to $2750. My feed cost me $1307. On the last date I had 550 hens, 650 pullets, 150 breeding cockerels.

Has It To Show

H. J. Lindeman formerly did teaming and general farming. He started in the poultry business in 1914. He now has about 3000 laying hens. Poultry has paid him. He will be glad to give you the benefit of his experience.

Profitable Occupation

F. M. Goodhue built a home in Van Nuys because he liked it as a place to live. With such climate and soil it took little of his time to beautify and keep up the place and he wanted something else to do. Poultry looked good and interesting, as it must to any one investigating it at Van Nuys, so he started in easily with 40 pullets and found himself making $2.30 per hen. He increased his flock to 200 pullets and on checking up his books this year finds he has made $2.79 per hen. His poultry gave him interesting occupation and $559 net profit for the past year. He will be glad to tell you the advantages for home making and poultry raising in Van Nuys.

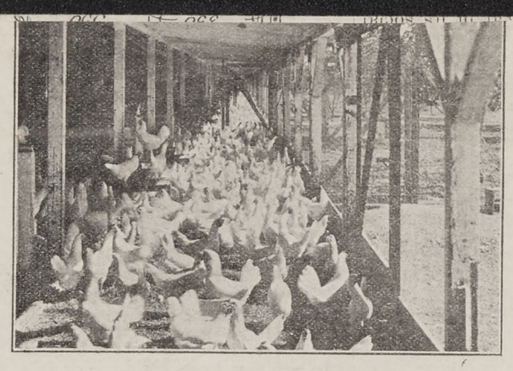
A Wise Buyer

W. H. Smith investigated the various locations for poultry raising and decided on Van Nuys. He has a small ranch which he keeps in model condition, and he is gradually increasing his profits per hen. If you don't believe it pays to raise poultry at Van Nuys ask him. He is glad to give you the benefit of his experience. His statement follows:

At North Van Nuys, on the Pacific Electric Railway, I found land superior to any that had been previously offered me at 30 to 50 per cent more money. I purchased 2½ acres for my poultry and have found everything as represented in all respects.

At the beginning, for nine months in 1914-15, with 550 pullets, I averaged $1.30 per hen. For the year November 1, 1915, to November 1, 1916, I have increased my flock to 1000 layers and have averaged $1.56 per hen.

There is no better place to bring up a child than on a farm. The habits of industry, frugality, and diligence that are acquired by close contact with productiveness, are the principal reasons why country boys have shown so much greater a percentage of successes than city boys. At Van Nuys, children can have all these lessons, without losing anything of the technical education afforded by the best schools of the United States—those of Los Angeles.



LINDEMAN HOUSE

HARRISON RANCH

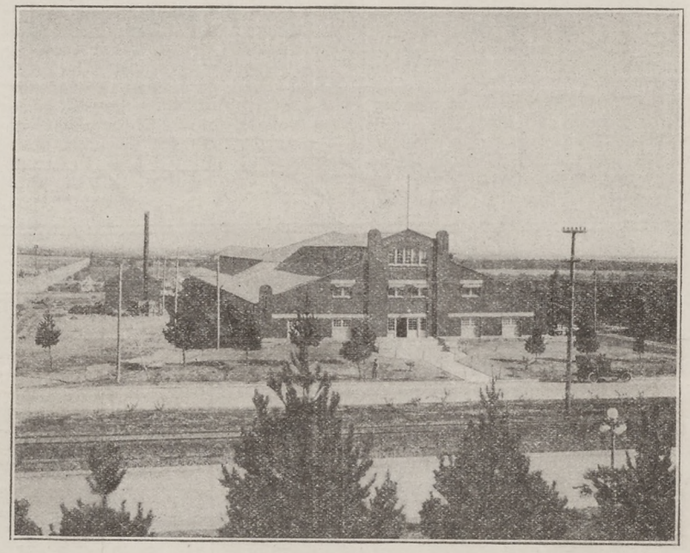
SCHOFIELD-OLSEN BROODER

Van Nuys possesses what is said to be the only plant of its kind in Southern California, a mammoth "brooder" to raise baby chicks, so that poultrymen and those wishing to enter the business may get a supply of well-bred, thrifty pullets.

Maurice A. Schofield is the leader of Southern California poultrymen, has been all his life in the poultry business, is president of the Poultrymen's Co-operative Association and the Federation of Poultrymen, and an expert of more than local reputation upon poultry matters. A. C. Olsen is a poultryman of long experience in Southern California.

They selected Van Nuys as the site of their plant after a careful investigation as to soil, water and climatic conditions. Their plant occupies ten acres north and east of town. Every two weeks, from September to May, a hatch of 1,000 to 2,000 baby chicks is brought to the brooder. Heat is supplied by stoves burning distillate. There are few days when it is not warm and dry enough for the chicks to run out of doors, where they have large runs for exercise. The cockerels, as soon as they can be distinguished from the pullets, are removed to special fattening coops, where they soon grow into good values.

Pullets may be obtained here at a scale of prices rising with age, so that a fowl ready to lay is worth about a dollar. The presence of this brooder gives those entering upon the business at Van Nuys extraordinary advantages over any other place in the country.



Co-Operative Cannery A Van Nuys Success

So successful has the principle of co-operation in the canning of fruit and farm produce proven at Van Nuys that steps are being taken to double the size and treble the capacity of the Van Nuys cannery for the season of 1917.

By the Van Nuys plan, every landholder may buy stock in the cannery in proportion to his acreage. The cannery takes his peaches, pears, apricots, tomatoes, beans, squash, and other vegetables, gives him a receipt for them, cans them, sells them as speedily and for the best price possible, and then returns to the growers, in the form of dividends, the whole amount received, less the cost of operation.

WHT.M.0070